

AMENDMENTS TO THE CLAIMS

1-2. (Canceled).

3. (Previously Presented) A computer-readable medium having computer-executable instructions for performing steps comprising:

receiving demographic information at a server;

the server comparing the demographic information received to demographic values stored in one or more rules clauses stored in one or more files stored in a package of files;

the server selecting files from the package based on the comparison; and

the server sending the selected files to a client, wherein the selected files contain one or more rules executed by the client to determine whether the one or more rules are satisfied by client-based user data.

4-5. (Canceled).

6. (Currently Amended) A rules evaluation system for a user's computer comprising:

a rules-based agent having a plurality of rules clauses for evaluating data, wherein the rules clauses comprise one or more required rules clauses and one or more optional rules clauses;

at least one a plurality of targeted advertising trigger[s] having functionality

to notify the rules-based agent to begin evaluating;

a plurality of data providers to provide data for evaluation; and

at least one action ~~a plurality of actions~~ for providing information to a user
based upon the evaluated data, wherein an action is performed provided all of the
required rules clauses and at least one of the optional rules clauses are satisfied, and
wherein at least one of said at least one action comprises communicating with said
user by displaying a user prompt associated with said target advertising triggers,
and wherein said user prompt leads to a sale.

7. (Original) The rules evaluation system of claim 6, wherein the trigger is
based upon user activity.

8. (Original) The rules evaluation system of claim 6, wherein the trigger is
based upon time.

9. (Original) The rules evaluation system of claim 6, wherein the trigger is
based upon computer online activity.

10. (Original) The rules evaluation system of claim 6, wherein the trigger is
based upon hardware present in the computer.

11. (Original) The rules evaluation system of claim 6, wherein the trigger is
based upon software present in the computer.

12. (Original) The rules evaluation system of claim 6, wherein rule clauses can be added dynamically.

13. (Original) The rules evaluation system of claim 6, wherein triggers can be added dynamically.

14. (Original) The rules evaluation system of claim 6, wherein data providers can be added dynamically.

15. (Original) The rules evaluation system of claim 6, wherein action can be added dynamically.

16. (Original) The rules evaluation system of claim 6, wherein the data provider detects a level of ink in the user's printer.

17. (Original) The rules evaluation system of claim 6, wherein the data provider detects a speed of the user's computer hard drive.

18. (Original) The rules evaluation system of claim 6, wherein the data provider detects an amount of memory installed on the user's computer.

19. (Original) The rules evaluation system of claim 6, wherein the data

provider detects downloaded software.

20. (Original) The rules evaluation system of claim 6, wherein the action is a pop-up box displayed to the user.

21. (Original) The rules evaluation system of claim 6, wherein the action is an e-mail sent to the user.

22. (Original) The rules evaluation system of claim 6, wherein the action is a link to a related website presented to the user.

23. (Original) The rules evaluation system of claim 6, wherein the action is a video displayed on the user's computer.

24. (Canceled).